ELLE

August 6, 1992

Ms. Rita Schneider
Manager of Media
Philip Morris
120 Park Avenue
New York, NY 10017

Dear Rita;

I am writing to you to confirm the changes we discussed Friday, July 31, concerning the Virginia Slims Numerology program.

ELLE has agreed to print and fulfill up to 25,000 additional copies for those readers who respond to this campaign via the ELLE Events page and/or Numerology page Numerology Guide offer (see enclosed issues).

The newsstand rack, the trade party, and the .66 promotional ad will be eliminated from this campaign. With these changes, final cost will be $198,000 to be paid in three equal payments of $66,000.

Rita, as you know, we need your concordance in writing, and the first payment of $66,000 this week. The second payment of $66,000 due shortly is for the high production costs involved. The third payment of $66,000 will be billed at the regular December issue billing schedule.

Thank you for your much appreciated support. Your enthusiasm will make this program a success! I will call you Friday to discuss our next step.

Sincerely,

Jeff

Jeff Kimmel
Account Manager
767-5851

cc: Phyllis LaRusso
Media Coordinator
Cynthia Wood
Midwest Manager

1633 Broadway, New York, New York 10019 (212) 767.5800

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